May 1991

What One Paper Faced When Sued for Libel

Presstime

The Journal of the American Newspaper Publishers Association

Tapping The Wealth Of The Mail Marketplace

ANPA

presstime®

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CHAIRMAN'S CORNER

Changes recently set in motion will strengthen our effectiveness

Little did I suspect four years ago, when I accepted the position of treasurer, that this would be a watershed year for ANPA.

The recession being experienced by our industry is really a blessing in disguise, because it is forcing all of us to recognize and re-evaluate the structural changes affecting our marketplace. These structural changes have been in motion for many years and include changing lifestyles, regulatory issues and new technology—all of which, in one combination or another, have created new competition causing the erosion of our revenue base and a diminution of our circulation. This is a time for renewal and regeneration of our newspapers based on our unique strengths.

Lloyd G. Schermer

In response to the profound changes affecting our industry, the ANPA and Newspaper Advertising Bureau boards commissioned the Booz • Allen & Hamilton study to give us some new insights as to how our associations can play an even more effective role. Aside from the productivity savings we might enjoy through a common administrative center, the most important contribution will be tying the two major industry organizations together as they were many years ago. It is no longer possible for either association to function independently because revenue issues cut across the missions of both.

Other important developments that make this a watershed year include a continuation of the strategic planning process, which Bill Cowles started last year and which we hope to continue into the future. We've revised and identified six key issues that we believe will better focus the Association.

Both NAB and ANPA will move forward with new leadership. Len Forman, a most able person, has taken the helm of NAB. Jerry Friedheim will be leaving ANPA for an important position with Gannett Foundation. Jerry has done a wonderful job for the last 16 years and has been a tower of strength to me during the traumatic changes that have taken place this past year. In true fashion, Jerry is giving it his very best right up to when the new ANPA president comes on board. We wish Jerry well and look forward to working with him in the future.

Finally, I want to thank all of you who have supported the changes that have been set into motion for the last 12 months, including the ANPA Board and especially my fellow officers. Bob Erburu, who will be your new chairman (assuming democracy works), has given me great support. Bob and I have worked hand-in-glove for many months. He and NAB Vice Chairman Stewart Bryant have dug through the complexities of creating the Joint Policy Committee that will bring greater integration and coordination between ANPA and NAB. Then there is Frank Bennack, heading the committee that is searching for our new president. Donald Newhouse, along with his co-chairman Larry Leser, has been putting in long hours figuring out how we can combine many of the financial and personnel activities of not only NAB and ANPA but other associations as well.

For me personally, this has been a very fulfilling year. I believe the actions we have taken and those we contemplate in the immediate future will strengthen and make a more effective ANPA to serve individual newspapers and the entire industry.

Lloyd G. Schermer
ANPA Chairman

presstime

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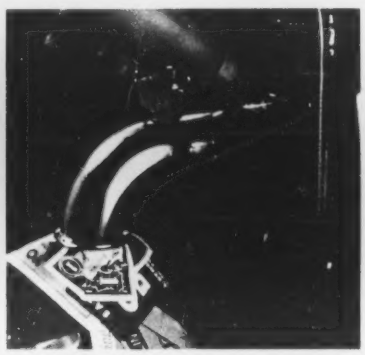

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DEALING WITH STAFF MORALE AFTER Employee Layoffs

BY GENE GOLTZ
presstime labor writer

Telling an employee he or she doesn't have a job anymore can wrack the steadiest nerves—the nerves of the terminated, the nerves of the terminator, and above all, the nerves of the silent gallery of employees looking on, wondering who might be next.

Managers have a responsibility to owners to do something when slack times eat at profits, and for an ever-growing number of newspapers in the current recession, that means layoffs. At least 40 newspapers have announced layoffs or permanent dismissals in recent months, with a total of 1,015 employees let go. (See list, p. 38.) But layoffs can bring on morale problems for the survivors, and poor morale is also costly for a company. Newspaper executives are learning that they have a responsibility to owners to do something about that, too.

A reduction in the work force can have a "devastating" effect on morale "and can have long term reverberations," warns Eric Rolfe Greenberg, editor of AMA Research Reports, an American Management Association publication.

John D. Blodger, ANPA vice president/human resources, says if great care isn't taken to make remaining employees feel secure, skilled employees will "update their resumes" and may take another job as soon as the economic decline is over.

Interviews by presstime with more than three dozen newspaper executives suggest that most are talking with their staffers about the problem of layoffs, rather than trying to pretend it doesn't exist.

"The first thing you do," says Bill R. Gulledge, president and publisher of The Middlesex News, Framingham, Mass., "is adopt a policy of total honesty and openness and candor with your employees. The more they trust you and believe that you are telling them the truth and the whole story, the less likely they'll be to worry about things that aren't really there."

Gulledge says when he was forced to lay off some employees last November, he held a meeting for the entire staff and explained "just what the situation is and what the newspaper's plan and strategy is, not only for surviving, but for growing and building." The publisher told the staff, among other things, he had no plans for further layoffs.

David Lawrence Jr., publisher of The Miami Herald, announced layoffs in January. At that time, he sent a letter to each of more than 2,600 Herald employees, "telling what was happening, what the future held and what we are doing about it."

"My first rule is, make sure people know as much as you know," Lawrence says. "They're entitled to know. Their lives, jobs, families, futures, are involved, and that applies not only to the ones that might be terminated but those who remain behind."

Geoffrey Edwards, publisher of the Journal Newspapers in Springfield, Va., agrees that open and frank communication is the first rule to be followed.

"Let them know what you're doing," says Edwards, who imposed layoffs late last year. "We tell them we can't give any guarantees for what the future holds, but we tried to demonstrate we are positioning ourselves so there will be no layoffs in the future."

At the Atlanta Journal and Con-

stitution, where a large number of people were laid off in February, Publisher Jay Smith reports, "The most important thing for us was to be a hell of a lot more open than we've ever been about business conditions."

Early in January, Smith conducted a meeting for all employees and "talked about everything." He reviewed the past performance of the newspapers, announced he would be looking closely at January's economic performance and said that the results might mean layoffs.

"By being honest and leveling with them, we reached a point where we knew we had done everything we could short of layoffs," Smith says. Not everyone was happy, he adds, but the meeting "gave people an understanding they had never had before."

Since the pre-layoff January meeting, Journal and Constitution department managers have conducted meetings with their staffs every other month. There are four sessions of each gathering, including one at 6 a.m., to accommodate employees' different work schedules.

COOPERATIVE SPIRIT. At financially pinched newspapers where some employees are represented by organized labor, good communications with union members can benefit morale—*and* the company's bottom line.

Communications between the Chicago Sun-Times and The Newspaper Guild produced unexpected dividends. After a management-union discussion about the economic situation at the paper, the Guild unit devised a plan whereby members could volunteer to take days off without pay.

Management accepted the plan, under which the average employee took 2½ days of unpaid leave, resulting in a savings that spared layoffs for half a dozen or more union members. In addition, 25 top executives volunteered to give up a week's pay.

The key to the Guild's action was "communication," says Charles F. Champion, Sun-Times spokesman, who adds, "we are keeping intensive lines of communication open at every level. Sam McKeel (chief executive officer) is meeting with middle managers on a frequent basis, keeping people apprised, answering questions and encouraging people to bring up what they want to discuss. There has been just a tremendous increase in communication in the past six months."

As a result, Champion says, morale appears to be high despite the continuing economic difficulties. "We believe people are pulling together more than they ever have before."

Linda K. Foley, director of research and information at the Guild, says open lines of communication can help avoid dismissals. "We are seeing a lot of newspapers that indicate they are looking for some kind of financial relief," she says. Even though Guild contracts contain provisions providing that layoffs be carried out according to seniority, "we are always open to negotiation on this issue," she says. "Dismissals to reduce force should be a last resort."

Layoffs by seniority often hit minorities and women hardest, she observes, and negotiation can spare those people if "buyouts" can be offered to senior employees.

Transcript-Telegram Publisher Davis (standing) rehired artist Bill Greaney.

In any event, before dismissing people, management "should look first to working with the unions to see if we can help effect reduced costs," Foley says.

She says that at the Star Tribune in Minneapolis, the Saint Paul Pioneer Press, the San Antonio Light and The Denver Post, the

Treating Dismissed Workers Compassionately Can Aid Morale

One important way for a company to deal with company morale when resorting to layoffs is to treat the dismissed employees with compassion, human resources specialists say.

Some newspapers provide counseling, employment services and help with resumes for those who have lost their jobs.

The Nashville Banner provided each of those services when it laid off eight people last fall, reports Publisher Irby C. Simpkins. The company not only aided the separated employees in writing resumes and distributing them to possible places of employment, but it also promised to furnish references to prospective future employers.

Learning that Gannett Co. of nearby Arlington had job vacancies at some of its newspapers, the Journal Newspapers in Springfield, Va., made private rooms available where Gannett representatives could interview laid-off Journal employees.

To soften the blow for 25 people, mostly part-timers, who were let go at the Norwich (Conn.) Bulletin, Publisher Richard M. Bottorf visited each one personally. "When I was bidding them farewell, most stated emphatically they understood fully" the reasons for the action, Bottorf says. He adds that later he was able to hire several of them back.

The Miami Herald offered extended medical benefits, severance pay, counseling and outplacement services to employees it laid off.

Although elaborate outplacement services may be beyond the reach of small newspaper companies, "it doesn't cost a lot of money to do certain things," observes Patricia P. Renfroe, ANPA director/personnel relations and training services. Newspapers of all sizes can help with preparation of resumes and letters of recommendation. They also can let other companies know that "we have good people available, and if you contact us we'd be happy to provide you with resumes," she says.

An important factor is that newspapers keep intact their goodwill and their reputation in the community. The comments of terminated employees get around, Renfroe notes, and a company that has a reputation of treating people "like jerks" will find its standing impaired. It will also have a difficult time recruiting good people when times improve, she adds.

Furthermore, helping people find jobs gets them off unemployment compensation. "It is good business to try to help people become re-employed," she says.

—*G.G.*

Newspaper Industry Layoffs

Newspaper	Number laid off	Effective date	Total work force (full- and part-time)	% of work force laid off
Adams Comm. Corp., Royal Oak, Mich.	5	4/91	N/A	N/A
Alameda Newspaper Group, Hayward, Calif.	29	2/91	985	2.9
Albuquerque (N.M.) Journal	14	1/91	147	9.5
Allegheny County (Pa.) Valley News Dispatch	12	1/91	N/A	N/A
Atlanta Journal and Constitution	133	2/91	5,400	2.5
The Berkshire Eagle, Pittsfield, Mass.	5	9/90	230	2.2
The Burlington (Vt.) Free Press	3	11/90	N/A	N/A
The Call, Woonsocket, R.I.	5	6/90	N/A	N/A
Chicago Sun-Times	45	2/91	1,654	2.7
The Commercial Appeal, Memphis	12	10/90	N/A	N/A
Daily Hampshire Gazette, Northampton, Mass.	9	6/90	200	4.5
Daily News, Los Angeles	50	11/90	1,200	4.2
The Daily News-Mercury, Malden, Mass.	2	6/90	N/A	N/A
Daily Town Talk, Alexandria, La.	6	N/A	180	3.3
The Day, New London, Conn.	8	6/90	417	1.9
The Enterprise, Brockton, Mass.	47	6/90	N/A	N/A
The Herald-Sun, Durham, N.C.	46	3/91	350	13.1
Journal Newspapers, Springfield, Va.	73	12/90	910	8.0
Lesher Communications Inc., Walnut Creek, Calif.	40	3/91	2,500	1.6
The Miami Herald	40	1/91	2,700	1.5
Middlesex News, Framingham, Mass.	18	11/90	450	4.0
Nashville Banner	8	10/90	90	8.9
New Haven (Conn.) Register	49	10/90	780	6.3
The News Journal, Wilmington, Del.	14	N/A	433	3.2
Norwich (Conn.) Bulletin	25	11/90	205	12.2
The Patriot Ledger and Memorial Press Group, Quincy, Mass.	40	10-12/90	990	6.7
Pioneer Press, Wilmette, Ill.	35	12/90	500	7.0
Portland (Maine) Newspapers	11	1/91	700	1.6
Portsmouth (N.H.) Herald	10	3/91	134	7.5
The Recorder, Greenfield, Mass.	4	11/90	N/A	N/A
Record-Journal, Meriden, Conn.	4	6/90	200	2.0
San Antonio Light	45	4/91	738	6.0
Sun-Sentinel, Fort Lauderdale	45	N/A	1,600	2.8
The Thomasville (N.C.) Times	10	3/91	48	20.8
The Times, San Mateo, Calif.	10	N/A	240	4.0
Transcript-Telegram, Holyoke, Mass.	10	11/90	108	9.2
The Tribune-Democrat, Johnstown, Pa.	15	1/91	N/A	N/A
Valley News, Lebanon, N.H.	8	11/90	79	10
The Wall Street Journal, New York City	45	12/90	N/A	N/A
The Washington Times	30	4/91	950	3.2

Compiled by the ANPA Human Resources Department and presstime

Guild negotiated voluntary buyouts for some employees, thus reducing or eliminating layoffs.

A cooperative spirit is also helping the non-union Daily Hampshire Gazette in Northampton, Mass., get through the tough times with a minimal number of employee terminations. Co-publisher Charles DeRose says after supervisors sat down with employees and explained the financial picture, a number of the workers volunteered to cut back their schedules—and consequently their pay—from 35 hours to 30, or from 40 hours to 35.

"Those offers came," DeRose says, "because they watched the number of (daily) pages drop by 10 or 12, and they watched the advertising drop by 20 percent, and they knew where we were because we had discussed things openly with them."

OTHER CONSIDERATIONS. A number of newspapers are going further than having open and frank discussion with their employees.

In laying off nine employees, DeRose's paper spared people with special family problems, such as illness. "We had a couple people, who because of illness, were kind of excluded from being laid off," he says.

At the Albuquerque (N.M.) Journal, although layoffs were imminent, President and Publisher T.H. Lang paid the regular Christmas bonus last year to keep up morale. After the layoffs came in January, "People pulled a little harder, knowing times are tough," he reports.

Publisher Tom J. Hardin says the Daily Town Talk in Alexandria, La., went to great lengths to minimize layoffs. Six out of about 200 employees lost their jobs, but more would have if management had not rejiggered some positions. "One who comes to mind was switched from the Living section to metro news," Hardin says. "I'm sure that individual was very grateful."

Similarly, after layoffs at the Nashville Banner, Publisher Irby C. Simpkins says surviving employees seemed "grateful they had a job." A company explanation of the economic situation "renewed their sensitivity to the importance of making a profit so we can stay in business," he adds.

At the Transcript-Telegram in Holyoke, Mass., Kirk A. Davis moved in as publisher at the first of this year, shortly after 10 of the paper's employees had been let go. Davis examined the talents of each and promptly rehired an editorial artist.

"I had dinner with him and learned he was very, very talented with illustrations and had other interests," Davis says. The artist is now doing layouts and artwork for new product designs at the newspaper.

"I guess one angle worthwhile considering, as newspapers are scaling back, is to know well the talents of individuals they are thinking of laying off," Davis advises. He also says he may change some job responsibilities in lieu of layoffs.

Gulledge of Framingham believes many publishers make a mistake in assuming all of their best people believe their jobs are secure, regardless of who else may be laid off.

"I think it's the mistake almost everybody makes in times of restructuring, times when positions are being eliminated. Those are times of great stress, anxiety and uncertainty. And the mistake we make (is) we assume our best employees—whose positions are absolutely secure—will automatically know that," Gulledge says.

"I will look at someone and say, 'That person's job is secure,' and then I will find out that person is out looking for another job because he thinks he's next on the layoff list," he says. "So the message there is, we need to go out of the way to communicate with them and let them know every day their presence on this newspaper is important."

Greenberg of the American Management Association agrees emphatically. "People cannot work when they expect to be fired," he says. □

New predominant prices: 35-cents daily, $1 Sunday

The predominant prices for daily and Sunday newspapers are now 35 cents and $1, respectively. These levels were attained after nine years when 25 cents was the predominant price for daily editions, and after three years when 75 cents predominated for Sunday papers.

ANPA's annual survey of single-copy, city-zone, street-sale prices covered 1,727 dailies in the United States, Canada, American Samoa, the Bahamas, Bermuda, Guam, Puerto Rico and the Virgin Islands. It showed that 765 (44.3 percent) of them cost 35 cents on weekdays in 1990, compared with 688 (39.4 percent) a year earlier [presstime, May 1990, p. 68].

In addition, those selling for 50 cents increased from 92 to 155. As recently as 1985, there were only six 50-cent dailies.

Meanwhile, there were decreases in the number of newspapers selling for the lowest price of 15 cents (from 10 to 8), 20 cents (from 16 to 9), the previously predominant price of 25 cents (from 776 to 665) and 30 cents (from 103 to 67).

Of the 874 Sunday papers in the survey, 256 (29.2 percent) cost $1, up from 220 (25.6 percent) in 1989. Also increasing were the ranks of Sunday editions selling for $1.25—from 100 to 125—and for $1.50—from one to 12. The $1.25-a-copy level was first reached in 1985, followed by the $1.50-a-copy level in 1989.

There was a decrease in the number of Sunday papers priced at the formerly predominant rate of 75 cents; they dropped from 262 to 241. Those selling for 50 cents dwindled from 197 to 182.

Sunday papers selling for less than 50 cents also declined in number, from 65 to 49. The least expensive Sunday editions—and there are 33 of them—cost 25 cents.

Newspapers are becoming more aggressive in their circulation pricing because revenues from advertising are being squeezed by the recession and heightened competition from other media [presstime, April 1991, p. 6]. □

Newspaper prices exceed the CPI

Between January 1990 and January 1991, the average price of a U.S. newspaper rose 6 percent, slightly more than the 5.7-percent increase of the consumer price index, according to the Department of Labor's Bureau of Labor Statistics.

The previous year, the average price of a newspaper increased 4.4 percent, paralleling the CPI [presstime, May 1990, p. 68].

Price per single copy of Sunday newspapers—1990

	25 cents	35 cents	50 cents	75 cents	$1.00	$1.25	$1.50	Total[1]
Alabama	2	--	4	8	6	--	--	20
Alaska	--	--	2	--	1	1	--	4
Arizona	--	--	1	--	8	2	--	11
Arkansas	1	1	15	--	--	--	--	17
California	4	--	20	24	22	--	--	70
Colorado	--	--	3	6	1	--	--	10
Connecticut	--	--	--	1	3	5	1	11
Delaware	--	--	--	--	1	1	--	2
District of Columbia	--	--	--	--	--	1	--	1
Florida	--	--	17	9	6	3	--	35
Georgia	--	--	--	12	3	2	--	17
Hawaii	--	1	1	1	1	--	1	5
Idaho	--	--	3	1	4	2	--	10
Illinois	--	1	3	3	14	5	1	27
Indiana	--	--	--	3	11	7	--	21
Iowa	--	--	--	3	1	5	1	10
Kansas	--	--	7	6	3	1	--	17
Kentucky	--	--	--	5	4	2	--	12
Louisiana	1	1	6	10	2	1	--	21
Maine	--	--	--	--	1	1	--	2
Maryland	--	--	--	2	3	1	--	6
Massachusetts	--	--	--	2	3	7	2	14
Michigan	--	--	3	4	13	2	--	22
Minnesota	--	1	3	3	3	1	1	13
Mississippi	1	--	--	5	6	3	--	15
Missouri	1	--	3	6	5	2	--	18
Montana	--	--	--	2	2	2	1	7
Nebraska	--	1	3	1	1	1	--	7
Nevada	--	--	--	1	2	1	--	4
New Hampshire	--	--	--	--	3	1	--	4
New Jersey	1	--	5	6	2	3	--	17
New Mexico	--	1	3	3	6	--	--	13
New York	--	--	2	2	13	21	1	40
North Carolina	--	--	7	14	9	2	--	32
North Dakota	--	--	1	2	1	3	--	7
Ohio	--	--	2	14	13	4	--	34
Oklahoma	9	1	17	10	2	--	--	40
Oregon	--	1	--	5	4	--	--	10
Pennsylvania	--	--	2	8	13	4	1	29
Rhode Island	--	--	1	--	1	--	1	3
South Carolina	--	--	1	6	6	--	--	13
South Dakota	--	--	1	--	1	2	--	4
Tennessee	1	--	2	1	8	4	--	16
Texas	12	2	26	27	20	1	--	88
Utah	--	--	--	2	3	1	--	6
Vermont	--	--	--	--	--	3	--	3
Virginia	--	--	2	7	4	3	--	16
Washington	--	--	2	3	7	3	--	15
West Virginia	--	--	--	5	5	1	--	11
Wisconsin	--	--	1	1	4	8	1	15
Wyoming	--	--	3	--	1	--	--	4
Totals								
U.S.	33	11	172	234	256	123	12	849
Canada	--	2	9	4	--	2	--	21
American Samoa	--	--	--	--	--	--	--	0
Bahamas	--	--	--	--	--	--	--	0
Bermuda	--	--	--	--	--	--	--	0
Guam	--	--	--	1	--	--	--	1
Puerto Rico	--	--	1	2	--	--	--	3
Virgin Islands	--	--	--	--	--	--	--	0
Grand Totals	33	13	182	241	256	125	12	874

[1]Includes newspapers selling for 30 cents (one each in Minnesota and Missouri), 40 cents (one in Kentucky), 55 cents (one in Canada), 60 cents (one in Ohio and three in Canada), 65 cents (one in Oklahoma), 70 cents (one in New York), 85 cents (one in Connecticut), and 90 cents (one in Pennsylvania)

Price per single copy of daily newspapers—1990

	15 cents	20 cents	25 cents	30 cents	35 cents	40 cents	50 cents	Total[1]
Alabama	--	2	20	--	2	--	3	27
Alaska	--	--	2	--	1	--	4	7
Arizona	1	--	--	--	15	--	4	20
Arkansas	--	--	17	--	14	--	1	32
California	--	--	97	--	18	--	5	120
Colorado	--	1	19	--	5	--	--	25
Connecticut	--	--	1	3	12	--	5	21
Delaware	--	--	--	--	2	--	--	2
District of Columbia	--	--	2	--	--	--	--	2
Florida	--	--	33	--	9	--	1	43
Georgia	--	--	28	--	6	--	1	35
Hawaii	--	--	1	--	3	2	--	6
Idaho	--	--	3	--	6	--	3	12
Illinois	--	2	11	5	48	1	3	70
Indiana	--	--	16	2	53	--	2	73
Iowa	--	--	4	--	25	2	6	37
Kansas	2	1	24	1	18	--	--	46
Kentucky	--	--	3	--	16	--	4	23
Louisiana	--	--	14	1	12	--	1	28
Maine	--	--	--	--	3	2	3	8
Maryland	--	--	10	--	5	--	--	15
Massachusetts	--	--	2	4	32	1	2	41
Michigan	--	--	16	3	32	--	1	52
Minnesota	--	--	1	1	20	--	3	25
Mississippi	--	1	10	--	7	--	4	22
Missouri	--	--	15	3	23	--	3	44
Montana	--	--	--	--	8	--	3	11
Nebraska	--	--	9	--	11	--	--	20
Nevada	--	--	4	--	3	--	1	8
New Hampshire	--	--	--	1	5	3	--	9
New Jersey	--	--	15	2	6	--	--	23
New Mexico	--	--	11	--	6	--	1	18
New York	--	--	1	6	59	3	3	73
North Carolina	2	--	44	--	7	--	--	53
North Dakota	--	--	--	--	6	--	4	10
Ohio	--	--	20	10	47	--	9	86
Oklahoma	--	--	33	--	13	--	2	48
Oregon	--	--	1	--	17	--	1	19
Pennsylvania	2	--	14	15	60	--	--	91
Rhode Island	--	--	--	--	4	--	2	6
South Carolina	--	--	14	--	--	--	3	17
South Dakota	--	--	9	1	--	3	1	14
Tennessee	--	--	12	--	16	--	--	28
Texas	--	--	78	1	16	--	2	97
Utah	--	--	--	--	2	--	4	6
Vermont	--	--	--	2	6	--	--	8
Virginia	--	--	24	--	9	--	1	34
Washington	--	--	4	--	12	--	9	25
West Virginia	1	1	5	2	14	--	--	23
Wisconsin	--	--	1	1	23	--	11	36
Wyoming	--	--	8	--	2	--	--	10
Totals								
U.S.	8	8	658	64	742	17	111	1,609
Canada	--	1	4	1	22	23	43	109
American Samoa	--	--	--	--	1	--	--	1
Bahamas	--	--	--	1	--	--	--	1
Bermuda	--	--	--	--	--	1	--	1
Guam	--	--	--	--	--	--	1	1
Puerto Rico	--	--	3	1	--	--	--	4
Virgin Islands	--	--	--	--	--	1	--	1
Grand Totals	8	9	665	67	765	42	155	1,727

[1] Includes newspapers selling at 45 cents (seven in Canada), 55 cents (three in Canada), 60 cents (three in Canada), and 75 cents (one in New York and two in Canada)

Adult carriers gain in Canada

As in the United States but on a more gradual basis, daily newspapers in Canada are decreasing their reliance on youth carriers, according to the International Circulation Managers Association.

In 1980, youth carriers made up 98.5 percent, or 185,203, of Canada's newspaper-carrier force of 188,040, while in 1990 they accounted for 87.2 percent, or 81,051, of the total force that has dropped overall to 92,943. During the same period, youth carriers at U.S. dailies declined from 90 percent to 66 percent of the total [presstime, April 1991].

The number of Canadian adult carriers went from 2,837 (1.5 percent) in 1980 to 11,892 (13 percent) in 1990.

The 1990 ICMA data were accumulated and extrapolated from 43 of Canada's 109 daily newspapers. The 1980 figures were from a University of Missouri School of Journalism study conducted by Joseph B. Forsee, now ICMA's executive director. □

Penetration challenge

The Daily Record of Wooster, Ohio, and The Express of Lock Haven, Pa., are locked in battle over which achieves the nation's highest rate of household penetration among evening newspapers.

The International Circulation Managers Association recently recognized the Wooster daily as the p.m. leader in penetration (ratio of circulation to households). Its rate was 105 percent. The Express was second with 99 percent.

The Express ran a full-page ad issuing this challenge: "Don't get complacent. You won't be No. 1 very long."

The Record responded with its own ad accepting the challenge and promising to award prizes to the Express if it prevails.

The competition will be decided based on data from the Audit Bureau of Circulations for the six-month reporting period ending Sept. 30 of this year. □

Correction

A presstime chart about trends in newspaper circulation prices from 1980 to 1990, published in the April issue, contained several incorrect figures. The average percentage change in single-copy prices was 55.2 percent for 98 dailies (not 54.6 percent for 99 dailies). The monthly subscription price went up an average of 71.2 percent for 74 newspapers (not 69.5 percent for 78 newspapers). Presstime regrets the errors. □

NOTE

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